

# Tobacco Tid-bits

June, 2000

Issue 2

## Southwest Washington Health District

2000 Fort Vancouver Way  
Vancouver, WA 98663

Editor: Kimberly Nelson  
tobaccotidbits@home.com

(360) 397- 8214  
(503) 940- 2700

### Kicking Off State Media Campaign

A state-wide media education campaign worth 5 million dollars is underway. *Tom Melville, Southwest Washington Health District Tobacco Prevention and Control Coordinator*, recently returned from Seattle where he worked with Department of Health reviewing requests for proposals from contractors. The state education campaign will receive 4.5 million dollars. The agency selected will use advertising to prevent and reduce tobacco use and promotion in Washington. Their target groups will be: tobacco users, parents and pregnant women, youth and young adults. An additional 500 thousand dollars will fund a public information campaign that will use media and public events to prevent tobacco use and eliminate exposure to secondhand smoke. Melville says they hope to award contracts this summer. DOH and its partner organizations will conduct public awareness and education activities from 2000–2003.

### Marketing Tools Ready to Go

The District's "Healthy People Healthy Planet" logo has been incorporated into the new tobacco prevention logo (above). But this newsletter is not the only place you will see it. Start looking for the logo in decal form outside your favorite smokefree restaurants. Currently 255 of Clark and Skamania Countie's 555 restaurants are smokefree. The number has jumped by more than 100 from the same time two years ago. An outreach campaign is underway to educate those restaurants that still allow smoking. The District just printed a *Smokefree Times* tobacco fact sheet that will provide restaurant owners with statistics and good reasons to make the change to smokefree. *Tom Melville* says, you can help by choosing smoke-free restaurants and letting them know you appreciate their commitment to clean air. The District plans to include a smoke-free restaurant guide on their website: [www.co.clark.wa.us/social/health.htm](http://www.co.clark.wa.us/social/health.htm). They also hope to incorporate the guide in several other local websites and businesses.

### Students Teaching Students

Students at Covington Middle School in Vancouver used phlegm and tar to teach other students about the hazards of smoking. It was all part of "World No Tobacco Day," on May 31st. The World Health Organization sponsors the event each year throughout the world. This year's theme was "Tobacco kills—don't be duped. It should not be advertised, glamorized or subsidized." *Covington student, Desiree Lakin*—with the anti-tobacco program, held a phlegm jar and told fellow students "this isn't real phlegm— but it is a very realistic example of the phlegm that comes from emphysema." The universal reaction— ughhh!

### Seeking the Truth

Students from around the country were hand picked to attend a tobacco summit at the University of Washington in Seattle June 23–26. One thousand young people learned about the manipulative tactics of big tobacco and now they will spread that message in their hometowns. Some of those teens will also hit the road with the anti-tobacco message this summer on the Truth Trip. The road trip will begin at The Summit in Seattle and for six weeks students will caravan through the country bringing the Truth message to life. The trip will finish up at the World Tobacco Conference in Chicago on August 6. *Kickbutt.Org*

### Recruiting for Speak Out Camp

If you know some teens that want to stir things up in their community around cancer and health issues— tell them about Speak Out Camp. The camp is a FREE four day training retreat designed by youth for youth. It's happening July 26–29, 2000 at the Double K Retreat Center on Snoqualmie Pass. It's a great way to learn advocacy skills— according to *Tom Wiedmann of the Washington Department of Health*. He says, "many kids who attended the camp are already involved in state and national activities around tobacco control and other health issues." Contact the American Cancer Society for more info.

### Reducing Youth Tobacco Ads

Philip Morris recently announced it will reduce cigarette ads in magazines with large youth readerships— but R.J Reynolds says it will not follow suit. RJR puts ads in magazines in which one third or fewer of the readers are 18 and under. Tobacco prevention advocates say RJR is violating the 1998 tobacco suit settlement that forbids tobacco companies from marketing to minors. *AP*

### Baseball Card Attracts Top Dollar

Its been called the Mona Lisa of trading cards— the 1909 Honus Wagner baseball card. Four years ago the card sold for 640 thousand dollars— but now experts say it could pull in over a million dollars. The famous card will go up for auction July 5th– 15th on eBay. Why is the card so valuable? Because only about 50 of them were printed. The American Tobacco Company— which issued the card— withdrew it when it learned that Wagner was anti-tobacco. *AP*

### Tobacco Prevention Goes Interactive

Teens can learn tobacco refusal skills, activism, how to quit smoking and chat with other students on a new tobacco prevention and cessation interactive website called *zapbac.com*. The website is sponsored by Tualatin Valley Centers and the Oregon Health Division. *Bill Smith of T. V. Centers*, says the site will also include interactive games, media literacy, tobacco facts and many other resources. *Zapbac.com* goes on-line July 6.

### Smoking Burnt Rubber

Smokers who have tried the patch and nicotine gum— unsuccessfully— may want to try gargling with mouthwash. Researchers in Buffalo, New York are working on a mouthwash that makes cigarettes taste like burnt rubber. *AP*

### Fire-safe Cigarettes

New York is the first state to require the sale of "fire-safe" cigarettes. It is designed to cut down on the fires caused by careless smokers— who account for a third of fire deaths in NY. The measure takes effect in 2003. *AP*